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An Eight Year Old "LATTARULA"
Shows season's first crop (ripens July 10th). Second crop in Sept. and Oct.

Season of 1945

Phone Murdock 3274

WILLAMETTE FIG GARDENS

Mother Garden at 2951 North Willamette Blvd.

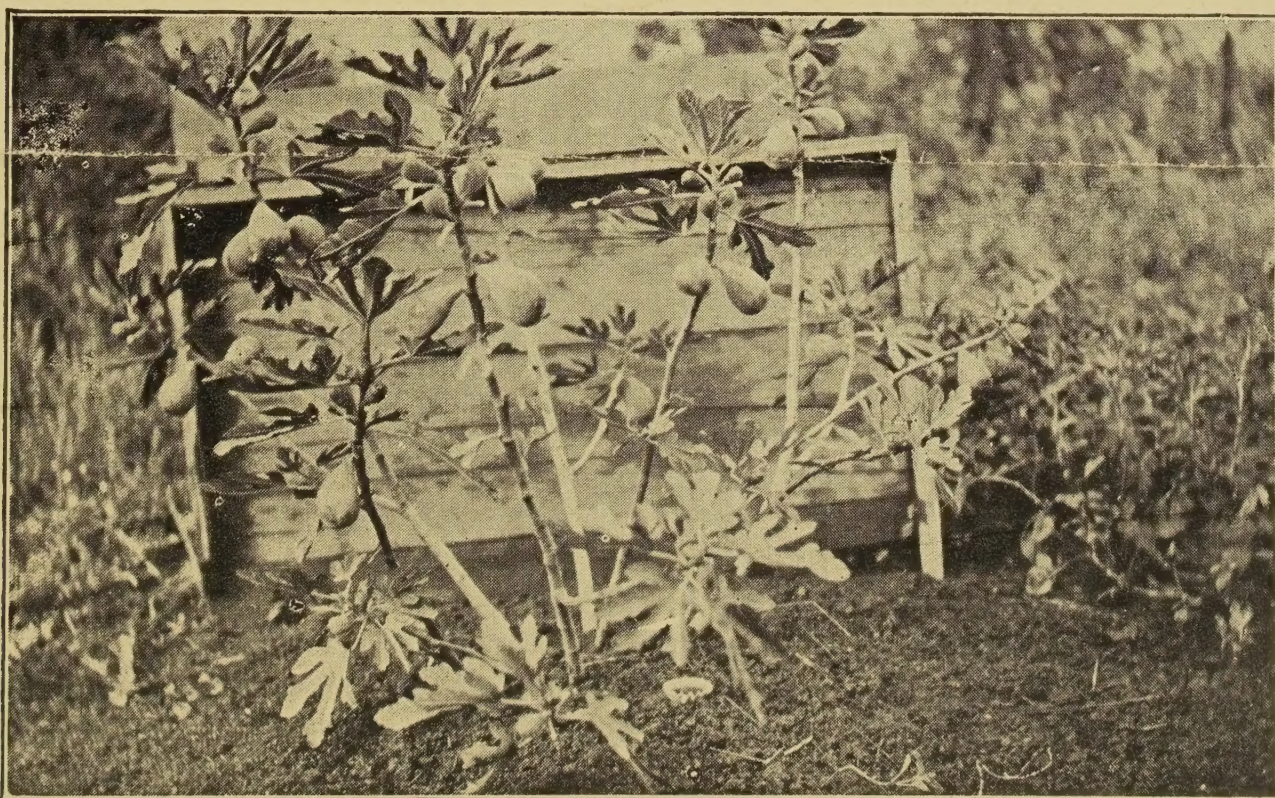
(1 block north of west end of Killingsworth Street.)

PORTLAND

ZONE
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OREGON

2000 Visitors a Season, Satisfied Customers is Our Best Advertisement



Granata—A very large, dark, purple fig that produces two crops of fruit a season, during August and in October.

Fig trees have been growing in the Northwest since 1886, mostly for shade or an ornament. Little or no effort was made to distribute the Fig in many localities in which the fig is adapted, or try to learn which variety might be best suited to home use or orchard planting.

In about 1916 we took up the task where others had left off and since then we have found that after growing many varieties, very few were suitable to this Northwest. The variety must be hardy, self pollenizing, stand an unlimited amount of dampness and still ripen its fruit. Any fig tree will grow here and make a fine ornamental or shade tree, but to produce the finest of fruit—that was the work to be done. Few folks realize the value of the fig and its many possible uses in both the fresh and preserved state. The fig, an unique fruit in that it contains no acid such as other fruits have, can, therefore, be eaten in quantities not permissible by other fruits. It is rich in minerals, especially sodium chloride, a blood element; and it also contains, when fully ripe, about 42% sugar and 3.5% protein, and is about the most valuable dried fruit.

The fig tree lives longer, bears a crop of figs each year for a continuous period of over six weeks, and requires no expensive spraying, trimming, or care of any kind after the fifth year, except watering and a little fertilizer every year.

Birds, Bees, Dogs, Chickens, and even Snakes, love the fig when fully ripe.

The fig leaves are sometimes used as a poultice for the relief of rheumatism, for mellowing tobacco, and the leaves contain a silky sap suitable for making rubber—"how about a few auto tires?"

Biblical records mention the fig leaf as clothing and as a medicine. In the matter of clothing, were it "the fashion to wear 'em," the fig leaf would be particularly enhanced in value, a fact due to the infinite number of patterns, no two leaves found on the same tree being exactly alike, thus featuring "exclusive designs."

The fig tree can be planted any time when there are no leaves on the tree—November to May.

We have tested more than forty different varieties of the fig and find very few which are suitable to our climate. We have distributed more than fifty thousand trees in the Northwest, planted the first acreage, harvested the first tonnage, and established the first fig orchard in the Northwest, ripened the first Smyrna fig with the aid of the fig wasp (*Blastophaga*). This wasp's life cycle does not exceed thirty-six hours. "It's too bad that some people live longer than this." Folks who want a fig tree like to be shown, rather than just to be told how good a variety is. Remember, just a few varieties are best; "any kind" won't do.

Twenty-six years of continuous service; twenty-six years of steady growth, through good times and bad times is an achievement of which any organization may rightfully be proud. Twenty-six years ago, the Willamette Fig Gardens was only an idea in the process of development. Thanks to the vision, courage, and wisdom of the ones who had this dream, this splendid idea has developed into an important industry for the Northwest, the "Fig Industry."

A fig tree in your garden would be about the best investment you could have, a fine ornamental tree that will produce the finest fruit grown. For a fine birthday, wedding, or Christmas present, it would be one long remembered.

If you have, or are going to have, a fig tree,

HERE ARE A FEW "DON'TS" FOR ITS CULTURE":

Don't plant fig trees in the shade; they won't bear if you do.

Don't plant fig trees near other older trees; they rob too much fertility from your fig.

Don't plant fig trees in your lawn; they will get too much water (hydrant water).

Don't water your trees too late in the season; stop about September 20th.

Don't handle or squeeze the figs before fully ripe; they won't ripen if you do.

Don't pull off the ripe figs; just press on the stem—it will let loose.

Don't give your fig tree too much strong fertilizer, such as Vigoro.

Don't let the shoots grow around the base of the tree; keep them cut away.

Don't spade deeply around your fig tree; cuts too many roots (fruit roots).

Don't trim fig trees during growing season; it makes too much brush to remove later.

Don't climb up in fig trees; if you do you will split them off.

Don't wrap fig trees unless temperature falls below ten degrees; they do not need it.

HERE ARE A FEW THINGS YOU SHOULD DO.

Do your trimming while the tree is dormant—December to April.
Do keep the center of your fig tree open; lets in more sun—bears more figs, too.
Do keep all ripe figs picked before the birds get them (sparrows).
Do water fig trees during May to September 15th; then stop, allowing wood to harden.
Do your fertilizing during late fall or early spring; not during summer.
Do plant fig trees where they get most sunshine; this is important.
Do pick off all figs that do not ripen, soon after November 1st; do not fail in this.
Do call us for any other **dont's** or **do's**; we will gladly help you (if we know).

The following varieties are best for the Northwest:

Lattarula—(Italian honey fig). A greenish yellow when ripe; honey color pulp; never fails to ripen its fruit; two crops a season, July to November 1st. Medium to large size fruit; very sweet, and high in sugar contents; a very hardy and strong grower; withstands very low temperatures. The fruit is well adapted to drying, canning, jams, pickles, and many kinds of confections. In fact, it is our commercial variety for the Northwest.

Neveralla—(Partridge Eye). The Lion fig of Syria, extremely heavy bearing. This is a dark-colored fig on the outside and a peach color pulp; almost seedless when fully ripe. Very sweet; good for canning, eating fresh, pickling, and jams.

Negronne—(Violette de Bordeaux, maybe). This variety comes from Spain, and it is jet black when fully ripe; blood red pulp; very fine flavor; two crops a season; fine, lacy-fern-like leaves; very ornamental all summer; vigorous grower and extremely hardy; never has shown frost or winter injury.

Gillette—(Cordelia). Yellow when ripe; quite sweet; very heavy bearer; ripens one heavy crop each season. The frost never seems to injure the spring crop, which ripens during August. Very fine for canning or drying, and a fine fresh fig for eating. Stock always scarce.

Granata—(The Persian fig.) Very large pear-shaped fruit; blue black when fully ripe; pulp, a strawberry red. Two crops a season after the fourth year; very heavy bearer; somewhat tender while the trees are young; large silky leaves and a drooping habit of growth; easy to train on a wall. The fruit is very fine for eating fresh or preserving. Nursery stock always scarce.

A Few More Varieties of Figs That We Have Tried Over a Period of 25 Years, but we cannot recommend them for planting in Northwest gardens. Specimen trees of these figs can be seen growing in our gardens, but no stock is grown for sale.

Brunswick (Brown Turkey). Brown fig from Turkey.

Kadota—(Clarkadota, etc.). Greenish-yellow, canning fig from California.

Royal Vinyard—("Perfume fig"). Brown fig from England.

Celeste—Blue fig from China; small, hardy, good.

Black Spanish—Jet black fig from Spain.

Gentile—Green, single crop fig from U.S. Dept. of Horticulture, Fresno, Calif.

De Constantine—Dingy violet; single crop fig.

Quarteria—White, two-crop fig; fine flavored.

Black Mission—Blue to black fig from Mexico.

White Celeste—Same as "Celeste," except color.

Adriatic—Green fig. Two crops, but too late.

Capri—("Maslin"). Home of the fig wasp.

Smyrna—Yellow fig from Asia Minor; the drying fig. Must be Caprifified.

Peau Dure—("Peldure"; "Verte Brune").

Magnolia—(See Professor Ira J. Condit's description.

Jerusalem—Figs fall before fully matured unless Caprifified.

Our Prices on Fig Trees

\$1.50 and up, according to the size and age of the tree. Trees are 2 years old and more.

POSTAGE EXTRA—If wanted by mail, add **10c** to **20c** per tree, according to the size and distance.

Fig Trees make very fine, lasting Xmas & Birthday Presents
Make your selections now. Shipped in season when and where you desire.



'Lattarula'

The Famous Asiatic Honey Fig

Bears two crops each year.

A six year old tree

Picture shows the first crop (ripens in July). Second crop in Sept. and Oct.

A Party of Young Fig Eaters

Planting Directions for Fig Trees

First select a sunny or southern exposure. Take out top soil down to hard pan or sand, if any. Then remove the sub-soil or sand to a depth of at least twenty inches. Now, fill in about six or ten inches, according to size of tree, with good top soil. Hole should be large enough to accomodate all roots without cramping. After setting tree in center of hole and spreading out all roots, fill in with soil to fully cover all roots. Flood with water and after it soaks in, fill hole up level and your tree will be well planted.

If soil is poor, or heavy, add some lime and well-rotted cow, sheep or rabbit fertilizer. If chicken is used, put this on top after planting tree, never on or near roots.

Fig trees should have enough water to secure a good start the first season. Watering is best done in the morning and once a week at least. Don't just sprinkle but soak well. Water from July till September 15th, then discontinue to let the tree harden for the winter—this is important. After first seasons growth, shorten back all long shoots so as to balance the tree. Thin out all interfering branches, keeping open the center of tree. This means more sunshine and earlier maturing of the figs. About Sept. 10th remove the first two leaves from all branches, to let in more sun. Pick off all figs that do not ripen; if not done, they will ferment, killing the limb from the fig out to the tip.

Fig trees can be moved any time they are dormant, November to middle of April. Give trees a good coating of rotted manure around the base of tree, in the fall, which is much better than in the spring as it feeds the roots during the winter months.

Time to get fresh figs for eating fresh or preserving is from about July 10 to October 31st. Oregon Figs are adapted to any form of preserving and our price makes them very attractive as a fruit for your table.

White Fig Marmalade

A delicious marmalade is made from the white or black fig. Use perfectly ripe, fresh fruit, peel off the thin, soft skin or leave it on, grind up the figs thru your food grinder. To every 2 pounds of figs use 1½ lbs. of sugar. If you like a touch of other flavor add a little grated orange or lemon peel. A little of the juice will also add to the taste.

Boil all together until it is reduced to a thick, clear, smooth mass. Do not stir too much, as this will cause the marmalade to sugar sooner after being made. Use an asbestos pad under the kettle; this will keep it from burning and it will need only a little stirring. When done put into jars while hot and cover closely.

Those who like less sugar, can use ½ lb. to 1 lb. of figs, and it will keep perfectly, if it be boiled till very clear and smooth.

Willamette Fig Pickles

One-half cup vinegar in one-half gallon of water. When boiling hot, drop in figs, after pricking them with a fork on three sides. When soft, lift out and drain over night. Then drop into a pickle liquid of 1 quart of vinegar, 3 pints sugar and 1 teaspoon each whole cloves, cinnamon and allspice. Seal.

For Canning Figs

1 pound of ripe figs to 1 pound of sugar. Make a heavy syrup with the sugar, pour over figs after they have been dipped in boiling brine for 2 minutes. Now put figs in jars to simmer on stove till clear or transparent.

Brine is made with 2 ozs. table salt to 1 gallon of water. Bring to boiling point before dipping the figs. Seal jars while the figs in them are hot.

Visitors Always Welcome

A Ripe Fig for Everyone During the Fruiting Season